

## I. Introduction and Background

Route 50 links the southern portion of Loudoun County with points east in Fairfax County including the Route 28 corridor and also serves as a gateway to destinations to the west, including the Route 15 area, and western towns and villages. The roadway is a four lane divided facility at the Fairfax County line and transitions into a two lane roadway west of the intersection with Route 611, Fleetwood Road.

Current land uses along the corridor include a variety of diverse long term commercial and industrial activities representative of the CLI zoning district, as well as an emerging retail presence in the vicinity of the planned communities of South Riding and Stone Ridge. The diverse activities include uses such as a car dealership, commercial nurseries, gas stations, convenience retail uses, sod farms, quarry operations, a church, and various contractor service establishments.

Adjacent to the corridor and south of Route 50 are newer residential neighborhoods such as the Ridings at Blue Springs, Savoy Woods, Tall Cedars Estates, and the planned communities of South Riding and Stone Ridge. The adjacent areas north of Route 50 include the Dulles Industrial Park, the greater Arcola area generally defined as the area surrounding Gum Springs Road between Route 50 and Route 621, and the Hiddenwood Lane area.

In response to the potential of creating a unique gateway corridor and to address current issues in the area, the Loudoun County Board of Supervisors voted unanimously in July of 2004 to direct the Land Use Committee to prepare a proposal for a Route 50 task force, and to present a draft proposal to the Board of Supervisors for final approval.

Later in that month, the Land Use Committee discussed the concept of creating a distinct gateway along the Route 50 corridor. Representatives from three historic and cultural groups spoke in support of creating a unique gateway that would preserve the heritage of this area of the county. Input at that time included concerns about development issues associated with the Slave Quarters site in the Arcola area, and the ability to preserve the landscape and maintain a “sense of place” in the corridor. A public input session was scheduled for September 2004 in order to obtain additional comments and recommendations from interested parties.

At the public input session, the concept of creating an attractive Route 50 gateway and the beginning steps of a task force effort were discussed. Issues identified for discussion were the needs for transportation and infrastructure improvements, linkage of historical and cultural sites along the corridor, a unified architectural theme, economic development and tourism related activities, and topics related to land use and zoning. In order to focus discussions, the Route 50 corridor was divided into four segments to identify specific issues and

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consider recommendations. The Land Use Committee solicited volunteers to serve as segment leaders and provided commentary on those sections at the September input session. The areas are shown graphically on the task force Segment Areas Map and are described as follows:

- Segment 1: the area from the county line west to the South Riding development on the south side of Route 50 and to Route 606 on the north side of Route 50.
- Segment 2: the area on the south side of Route 50 from the beginning of South Riding to the proposed intersection of West Spine Road (currently just east of Route 659).
- Segment 3: the area on the north side of Route 50 from Route 606 to proposed Route 659 relocated and extending north toward Route 621.
- Segment 4: the area on the north side of Route 50 from proposed Route 659 relocated to Lenah Farm Lane and on the south side of Route 50 from the West Spine Road (currently just east of Route 659) to Lenah Road.

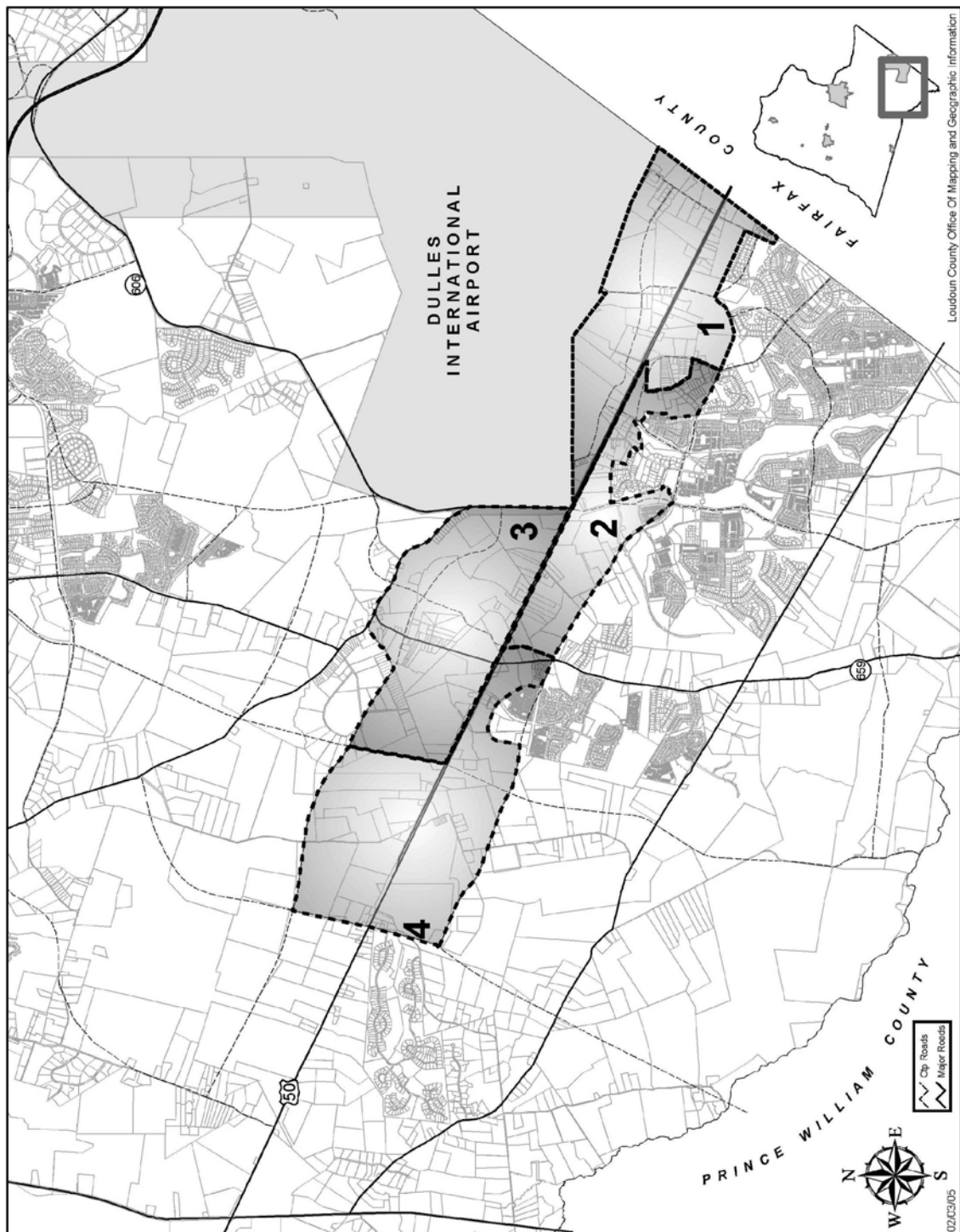
The segment boundaries were envisioned to be very general in nature and were established as a means to draw together topics in greater focus to the particular geographic area.

Twenty individuals spoke during the September 2004 public input session. Topics raised during the input session included comments and concerns on the following issues: traffic safety in the corridor, the Goose Creek watershed, traffic and the increasing delays experienced along the corridor, the relationship between the effort and the Comprehensive Plan Amendments that had been recently filed at that time, the ability for safe pedestrian movement, the aesthetic appearance of the corridor, developer representation as segment leaders in the make-up of the task force, the impact of the effort on the Route 50 traffic calming project, notification of meeting schedules, tourism and visitor issues, concern about increased residential rezonings, CLI zoning, utility infrastructure, and heritage and cultural resource issues.

As part of the task force proceedings, segment leaders were asked to disclose their ownership of properties that were included in the segment areas.

The Land Use Committee advised participants at the September input session that the comments received would be taken into consideration in formulating a work plan for the proposed Route 50 Gateway Task Force, along with all other comments received from various groups,

## Task Force Segment Areas Map



organizations, stakeholders, and individual citizens. It was anticipated at that time that a report would be forwarded to the Board of Supervisors after the Land Use Committee had completed action on its task force formation recommendations.

The Land Use Committee conducted a special meeting on October 13, 2004, to continue task force discussions. Segment leaders reported on meetings held to date and on the schedule for future meetings. Segment leaders also reported that as of that date, citizen representatives had come forward to participate as co-leaders in three of the four segments. Representatives of the historical and cultural groups participating in the Route 50 effort came forward and discussed the preparation of a historic resources inventory. The Committee also identified as a key topic the potential to create tourist destinations and activities along the corridor for those passing through the area or staying at local hotels. Signage was also raised again as an issue for task force consideration.

On October 20, 2004, the Committee recommended that a Route 50 Corridor Task Force be formalized to gain input and recommendations on key issues in this area. The Committee determined that the task force should consist of the following membership:

- 1 segment leader and 1 segment co-chair (8 individuals total)
- 1 representative from the Economic Development Commission
- 1 representative from the Loudoun Convention and Visitors Association
- 2 representatives from historic and cultural resource groups
- 1 representative from the Board of Supervisors
- 1 representative from the Planning Commission

The Committee also stated that interested volunteers were needed and were encouraged to attend scheduled meetings, participate in the segment discussions and be a part of the working groups.

The recommendations that the task force would develop were to be modeled after the 1998 Economic Development Commission report on the CLI zoning district and be expanded to include other issues along the corridor. Once appointed, the task force was to develop a work program, including a timeline and an identification of needed resources.

The Committee unanimously approved the above recommendations for the formation of the task force and efforts were underway at that time to organize the various working groups within the individual segments and begin the public outreach process.

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### II. Board of Supervisors Direction to Proceed and Task Force Workplan

In November of 2004 the Loudoun County Board of Supervisors provided the formal direction to proceed and endorsed the Land Use Committee's formation of the Route 50 task force.

Task force membership was approved to include two members per segment, including one segment leader and co-chair, two representatives from historic and cultural resource groups, and one representative each from the Economic Development Commission, Loudoun Convention and Visitors Association, Board of Supervisors and the Planning Commission, and the Metropolitan Washington Airports Authority. Volunteers were encouraged to participate in the Segment discussions and to be part of working groups.

The Board also requested that the recommendations from the task force be modeled after the 1998 report by the Economic Development Commission on the CLI zoning district and be expanded to include other issues along the corridor. The 1998 document is included in the Appendix of this report. The task force, once appointed, was also instructed by the Board to develop a work program timeline and list of needed resources.

In response to the direction to proceed, the task force began its meetings and started reviewing the input of the various working groups. The working groups were established within the individual segments and consisted of stakeholders including residents, property owners, developers, business owners and operators and other interested parties. The working groups also were formed by topic and issue area for subjects such as heritage and cultural resources issues, and economic development incentives. In January of 2005, the task force adopted a work plan which guided the efforts of the working groups and set forth the parameters by which the recommendations would be developed. The work plan served as a tool to identify tasks and establish goals, timeframes, and resources needed to complete the effort. The work plan is included in the appendix of this report.

The overall effort once underway was aided by the use of a web page address on the Loudoun County Government website, for reference to meeting schedules, meeting summaries and draft documents under review by the task force.

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### III. Segment Discussions: Background and Recommendations

The following sections include the detailed recommendations of the working groups for the individual segment areas, as prepared under the direction of the adopted work plan. In some instances the segment recommendations are more detailed than others and as such reflect the characteristics, make-up and interests of the working group participants.

#### A. SEGMENT 1

##### 1. Description

Segment 1 was defined as the area from the Loudoun County line westward to the South Riding development on the south side of Route 50 and to Route 606 on the north side of Route 50. This represents an approximate length of 2.7 miles of frontage on both sides of the corridor and includes an area of approximately 1200 acres in approximately 160 different parcels. Map 1 depicts the currently planned land use conditions in the area as well as the current zoning. Amendments to the Revised General Plan and Countywide Transportation Plan were recently adopted on June 7, 2005, and are not included on Map 1.

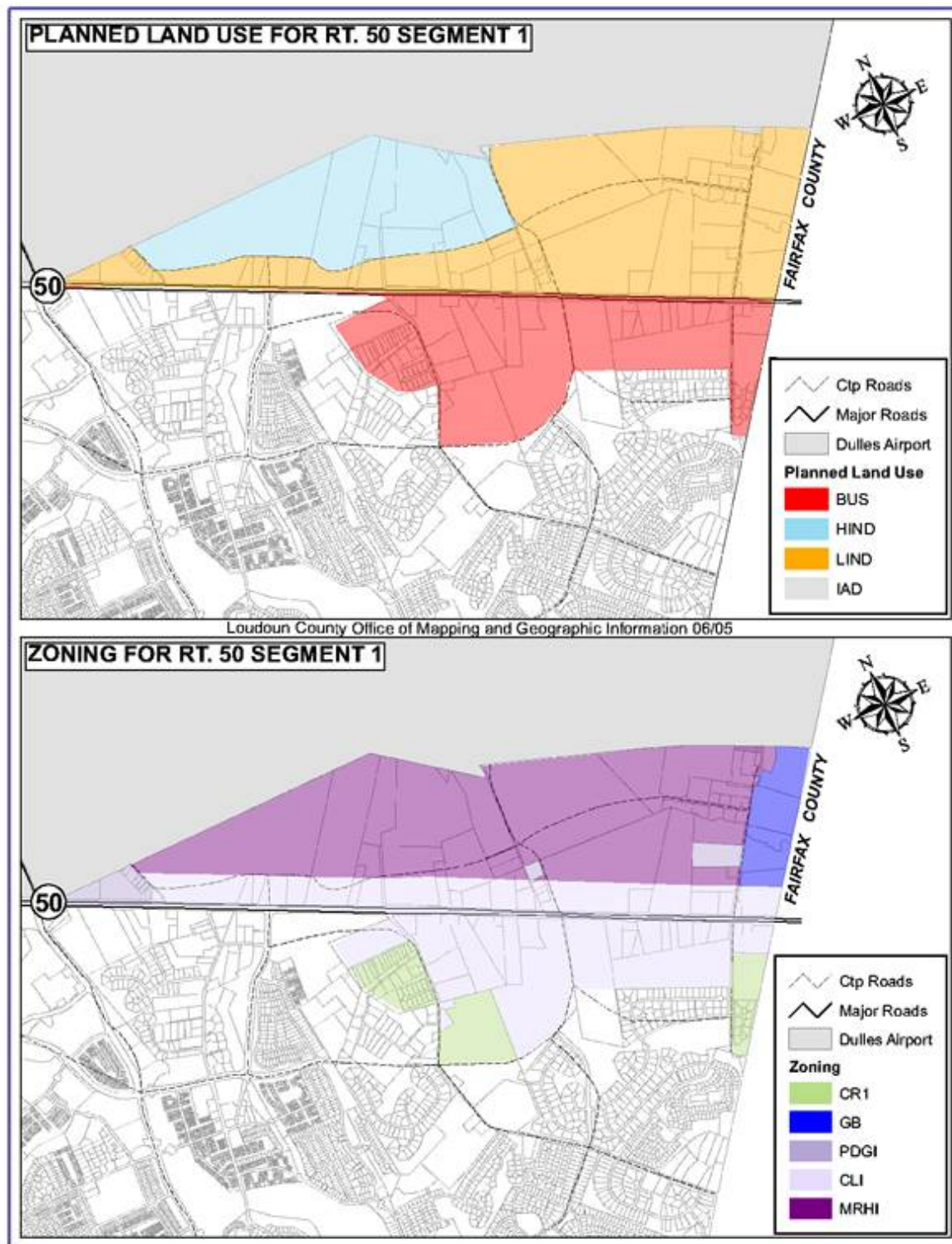
Segment 1 participants met regularly at the Pleasant Valley United Methodist Church, and after several meetings began forming recommendations for their section in February 2005. Meetings were held on transportation and infrastructure issues in October 2004, on historical & cultural appreciation/landscaping & buffering in December 2004, and on economic development/tourism in January 2005.



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Map 1



## 2. Landscaping & Buffering

- a. Representatives of Lewis Scully Gionet Landscape Architects presented the “Loudoun County Entrance Gateway Guidelines” report, which set forth guidelines for a unique and attractive landscaping theme along the corridor. This information is contained in the Design Guideline Appendix of this report.
- b. After a review and discussion, Segment 1 participants recommended that the guidelines presented by Lewis Scully and Gionet be adopted by the Route 50 task force for further implementation.
- c. The following concerns were noted:
  - (1) Additional flexibility and understanding is warranted among existing landowners.
  - (2) Participants asked about the possibility of using different shaped walls/fences on the smaller parcels.
  - (3) Participants asked about how existing business owners could be “incentivized” to comply if the landscaping guidelines are adopted.
  - (4) Jay Meadows (Meadows Farm Nursery) asked about the possibility of giving existing business owners allowances for larger signs, increasing the uses on their property, giving back land dedicated to road expansion, and/or allowing taller buildings to be built as possible incentives.
  - (5) There seemed to be a general consensus that there needed to be trade-offs with existing land owners.
    - (a) Thomas McKay mentioned the possibility of the county allowing tax credits as a possible incentive.
    - (b) The possibility was raised that a Route 50 Improvement Fund could assist financially with these improvements.
  - (6) Allowing reasonable visibility of commercial uses from Route 50, instead of current requirement for heavy berming and planting requirements which could completely screen out business visibility.





### 3. Historic and Cultural Appreciation

- a. The group reached a consensus that Pleasant Valley United Methodist Church (PVUMC) was a historical landmark located in Segment 1.
- b. Members of PVUMC voiced concern about the implications associated with designating their church as a protected area in terms of their ability to modify their existing site to accommodate future expansion plans. They also voiced concern over land use and screening on adjacent properties. They would like to preserve their access to Route 50.
- c. It was noted that Dominion Saddlery is very much a part of the attraction to the area and consistent with the gateway to the west theme.

### 4. Economic Development & Tourism

- a. Segment 1 reached a majority decision that more retail uses were needed and desired in their section. The land use matrix should be leveraged to increase retail activity, and the CLI District should also allow for greater retail activity.
- b. There was skepticism regarding Segment 1 being an area where tourism could be promoted successfully. The majority of the group expressed concern that the current land use matrix and the CLI district does not adequately address the future need for retail associated with a gateway for tourism.
- c. The consensus of the participants was that more emphasis was needed on economic development, and less on tourism for Segment 1.
- d. Several business owners in Segment 1 commented on the signage restrictions in Loudoun County – specifically related to the size of the sign being too small compared to the size of the business. This was noted as not only a business issue for visibility, but a safety issue as well.

### 5. Transportation & Infrastructure

Recommendations regarding transportation & infrastructure for the north side of Route 50 were addressed by the participants in April 2005.

These discussions included a review of the recommendations from the other segments as they existed at that time, and included the concept of a mixed use district, and incentives and action plans for bringing water



and sewer to all areas of this segment. Updates were also provided on the status of the ongoing Comprehensive Plan Amendment (CPAM) efforts in Segment 1, that dealt with Countywide Transportation Plan (CTP) alignment issues, and the need for those efforts to follow the plan amendment process. (Note: the Eastgate Assemblage CPAM was approved by the Board of Supervisors on June 7, 2005.)

In addressing transportation concerns, the segment discussions focused on the funding shortfalls in the VDOT 6-year improvement plan and the critical need for Route 50 improvements between the Pleasant Valley area and Route 28.

a. North Side of Route 50

Participants noted the north collector road has shown on the CTP for many years and because of the quarry use towards the western end of Segment 1, it is physically impossible for the road to continue westward in its current alignment. Quarry representatives noted that federal and state regulations require a berm for the quarry use, and recommendations should be made that the current alignment is not feasible.

Segment 1 participants recognized that this may be an opportune time to send a message to the task force that opportunity exists to work with the airport and identify an alternative alignment.

Segment 1 consensus on the Route 50 North collector road is that a viable alternate route should be explored to connect the 606 corridor with points east towards Fairfax County and that portions of the airport property are needed for this transportation link.

b. South Side Collector Road

The group supported the planned alignment of the south side collector road which links Pleasant Valley Road (in Loudoun) with Poland Road and was advised of the planned upgrade of Poland Road from a two lane section to a four lane undivided section between Tall Cedars and Route 50.

Other transportation related recommendations:

1. Minimize impact to properties on the north side of Route 50 as part of the interchange with Tall Cedars Parkway.
2. The group reached consensus that it made sense for construction of an additional east-bound lane on Route 50 to be implemented as soon as possible after the west-bound lane was completed.

*Segment 1 consensus on the Route 50 North collector road is that a viable alternate route should be explored to connect the 606 corridor with points east towards Fairfax County and that portions of the airport property are needed for this transportation link.*



3. Concerning Tall Cedars Parkway there was general agreement that design of the future interchange be sensitive as to how it comes into the north side so that it comes as close to the existing Willard Road as possible.
4. The CTP does not currently address the type of grade separated interchanges. The Segment 1 participant recommendation is a diamond format design to minimize impact from existing land owners.

c. Water and Sewer

Concerns were noted about the construction of the CLI access road along the rear of properties, that water and sewer would be available along those roads for property owners to tap into.

The point was made that existing CLI property owners would like to reinforce the idea of the county somehow working to provide an incentive program to get the utilities to the land owners. The concept of the planned overlay district that was raised in segment discussions and summarized in the incentives portion of this report was recognized as a potential tool for getting the utilities actually extended. This segment supported the idea of some type of mixed use overlay as an incentive concept and supporting creative ideas for water and sewer to be extended to serve the segment.

d. Broadband

Matt Martinez of M.C. Dean, Inc. provided an overview on broadband related issues, and recommended that the engineering be started now for planning telecommunications pathways. Suggestions were made for putting broadband on both sides of Route 50, and that planning for common pathways should be done now.

## B. SEGMENT 2

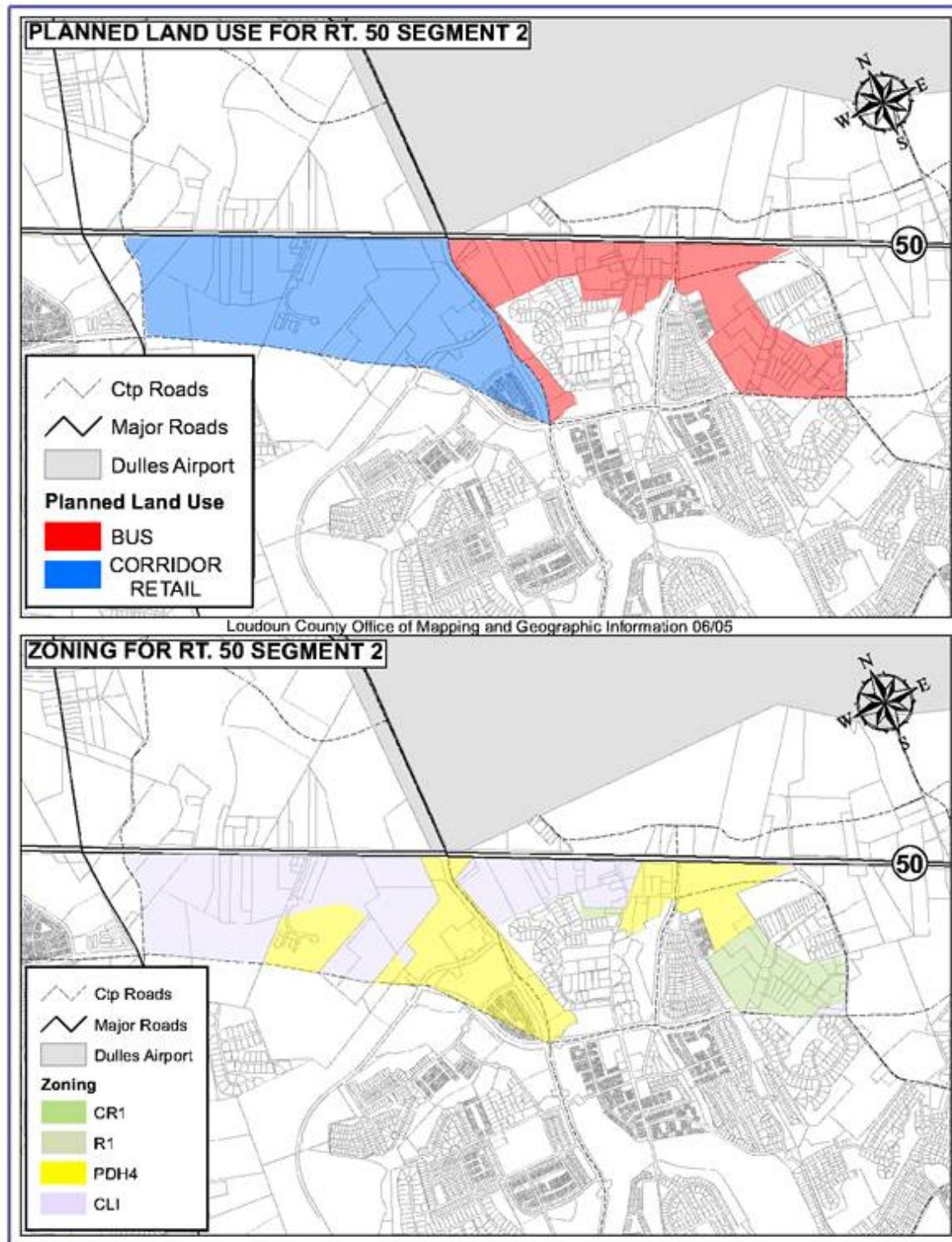
### 1. Description

Segment 2 consists of properties on the south side of Route 50 from Poland Road from the eastern edge of South Riding to the proposed intersection of West Spine Road (just east of existing Route 659) and south to Tall Cedars Parkway. This area represents approximately 2.5 miles of frontage along Route 50. Map 2 depicts currently planned land use conditions in the segment and current zoning.



*Segment 2 consists of properties on the south side of Route 50 from Poland Road from the eastern edge of South Riding to the proposed intersection of West Spine Road (just east of existing Route 659) and south to Tall Cedars Parkway.*

Map 2



### 2. Scope of Work and Work Plan

A specific scope of work was prepared by Segment 2 participants. The work effort was organized and conducted as follows:

- a. Three working groups were created, each with a mix of landowners and residents, with concentrations in each of the following areas:
  - (1) Land Use, Zoning, and Planning
  - (2) Landscape/Architectural/Historical/Cultural
  - (3) Transportation and Utilities
- b. Segment 2 participants:
  - (1) Identified goals and objectives.
  - (2) Conducted eight segment meetings between November 2004 and March 2005.
  - (3) Invited input from affected property owners and businesses in the segment.
  - (4) Considered revisions, additions and deletions from list of uses allowed by right and by special exception in CLI zoning.
  - (5) Evaluated planning tools and incentives for owners achieving goals established for the corridor.
  - (6) Looked at short and long term means of limiting access to Route 50.
  - (7) Identified alternative ways to fund needed road improvements.
  - (8) Developed recommendations from working groups to include CTP changes, planned land use, and zoning recommendations.
  - (9) Coordinated with other segments on landscaping and architectural issues.
  - (10) Developed recommendations to present to the full task force in order to coordinate strategies.
- c. Issues discussed in the working group meetings included:
  - (1) Reviewed previous recommendations on the CLI district regulations and the changes.



- (2) Considered how to achieve a mixed use business district concept in areas master planned for business community uses.
- (3) Reviewed opportunities for larger scale business development in key areas along the corridor.
- (4) Reviewed existing planned land use and zoning regulations to include buffers, setbacks, landscaping, and signage.
- (5) Reviewed and considered impacts of existing uses and new development proposals in the corridor.
- (6) Examined proffers from rezonings and timeframes for key improvements, including review of existing CTP road network.
- (7) Developed guidelines for a unified landscaping, architectural and signage theme for the corridor.

### 3. Background, Existing Conditions and Issues

- a. Properties and Ownership: Segment 2 and most of the task force study area is comprised of small parcels with individual owners, which makes coordinated planning efforts very difficult to achieve. The property owners each have individual plans and goals for their properties. Segment 2 contains over 60 properties and more than 40 different owners.
- b. Zoning: The properties fronting Route 50 in Segment 2 are zoned CLI, with the exception of the South Riding development, which is PDH-4 (Planned Development with a mix of uses including a residential component of up to 4-units per acre). Continued by-right CLI development will limit the viability of Route 50 being able to achieve the goals of the task force.
  - (1) Segment 2 noted that a major disconnect exists between the existing CLI zoning uses, which are light-industrial, versus the County Planned Land Use, which reflects Business and Corridor Retail for the Route 50 frontage properties in this segment.
  - (2) There is insufficient incentive for landowners to consolidate their properties to allow for better planning and to seek Special Exceptions or rezonings to achieve the planned Business and Retail uses.
  - (3) The CLI use is fundamentally a light-industrial zone, allowing other uses only as supportive to the light-

industrial activities. The Revised General Plan (Page 6-31, Policy 4) states preference for this industrial use “south of the Washington Dulles International Airport.” It is generally difficult to make a light industrial zone look attractive. It also puts a large percentage of heavy vehicles on Route 50, which is at cross-purposes with the use of Route 50 for commuting traffic. Light industrial and industrial zoned property exists in the Route 606 corridor, and these types of uses are more appropriate in that location given their proximity to Dulles Airport.

- c. Route 50 Roadway and Access: Route 50 is currently a four lane, divided highway through most of Segment 2, the only exception being a six lane portion directly in front of South Riding. The speed limit is 55 miles per hour.
- d. Roads currently intersecting Route 50 within Segment 2:
  - (1) South Riding Boulevard at Route 50 is the first intersection in this segment. This signaled intersection provides two left-hand turn lanes from Route 50 westbound to accommodate residents entering South Riding, in addition to two left turn lanes to exit South Riding Boulevard to go west on Route 50. In the Countywide Transportation Plan this intersection is designated for upgrade to a future grade separated interchange; however, the need for this interchange may be dependent on finding a way to construct the CTP North Collector Road, which was to tie in at this point.
  - (2) Elk Lick Road is an unsignaled and dangerous intersection. Accidents are a regular occurrence at this intersection. Coming out on Elk Lick Road, cars can make a right or a left onto Route 50. There is a median crossover for cars coming westbound to make the left on to Elk Lick which is heavily used, especially during peak evening rush hours. A right turn from Elk Lick to Route 50 can be made fairly safely; however, a left turn movement is very dangerous.
  - (3) The Loudoun County Parkway/Route 606 intersection has been recently reconstructed. The intersection improvements provide for two through lanes, two left turn lanes and one right turn lane from each direction. This is a key intersection; significant retail along with some office development will occur on at least two and probably three of the four corners. In the CTP this intersection is designated for an upgrade to a grade separated interchange.



- (4) Pinebrook Road is an existing gravel roadway which gets very little traffic right now. This road's intersection with Route 50 is planned for improvements in the near future to handle traffic generated out of the new Avonlea Community.
- (5) The new West Spine Road intersection is planned to replace the existing Route 659 intersection on the south side of Route 50. The intersection will initially be controlled with a traffic signal. In the CTP this intersection is designated for a future upgrade to a grade separated interchange.
- (6) There are a number of proffers outstanding from previously approved developments in the Route 50 corridor. The mapping of the remaining outstanding proffers provided by the county is hard to interpret and may be incomplete. Some road construction projects may be proffered by more than one development, and there are some portions of the planned roadway improvements not covered by any of the existing proffers, creating gaps in the infrastructure.

e. Route 50 Access

- (1) Most homes and businesses located in Segment 2 currently are only accessible via Route 50. As traffic increases each year, this situation will continue to become more and more dangerous, with cars pulling out from driveways into the traffic, moving at more than 50 miles per hour. Plans for short term (1-5 years), medium-term (5-10 years), and long-term (10 plus years) access for each of these properties must be developed. Planning and reservation of right-of-way for roadways to provide for alternative access must be implemented now. Some good examples of businesses accessed via secondary collector roads are McDonalds and Sunoco, accessed via Defender Drive.
- (2) For many properties, Tall Cedars Parkway is too far away from the properties fronting Route 50 to effectively provide alternative access without obtaining rights-of-way or easements through the properties between these frontage properties and the Parkway. Route 50 fronting parcels must have an alternative access in proximity to their rear property line.
- (3) Public Transportation is not available in the corridor, nor are there existing Park and Ride Lots.

f. Utilities

- (1) Lack of available water and sewer to serve the properties restricts the development to those uses which are not dependent on public utilities. The cost to obtain easements and extend utilities to serve a property is cost prohibitive for any individual owner.
    - (a) Water: There is an existing 30" waterline along the north side of Route 50. This line begins at a pump station at the Fairfax County line, and runs to just east of existing Route 659. There, it crosses Route 50 and extends down Route 659 to serve the Stone Ridge community and others. There are no laterals for property owners to connect to. There is no extension of the waterline coming out of South Riding.
    - (b) Sewer: Existing sewer lines in South Riding are available to serve the properties yet to be developed along its frontage. To the west, sewer has been extended along the floodplain, beginning near the intersection of Tall Cedars Parkway/Riding Center Drive, through the future Avonlea community, over to Providence Ridge on Route 659. Currently, there is no sewer line available for connection to the properties west of South Riding that front on Route 50.
  - (2) Broadband: There are existing Verizon fiber-optic lines installed along Route 50; however, there are no connections to adjacent properties in communities. For future office/employment development to establish in the corridor, high-speed Internet access will be required.
  - (3) Power lines: Unsightly overhead power lines and poles are clearly visible as you travel Route 50. As development increases in this corridor and to the west, additional and larger lines will be needed, exacerbating the problem.
- g. Appearance/Landscaping-Features: The Segment consists of a mix of new development (South Riding), existing CLI uses, and undeveloped parcels. There is lack of uniformity or consistency in existing buildings' setbacks, architectural style, and upkeep. Landscaping is almost nonexistent. White four-board fencing and stone walls/piers along the landscaping of the South Riding property frontage and the entrance helps to create a Suburban-to-Rural transition look.
- (1) Median: Annual plantings on the east median of the South Riding Boulevard intersection with a nice, large, oak tree in median just east of Poland Road.



- (2) Natural features: Ridge-top view of western mountains near South Riding entrance.
- (3) Lighting: There is no lighting along Route 50.
- (4) Trails: There is no trail system along Route 50, or any extensions of trails, from South Riding to Route 50.
- h. Signage: The existing array of business signs of various shapes, sizes, colors, and distances from the roadway is unsightly. The road lacks wayfinding signs to reassure the traveler that they are going the right way to historic and tourist destinations/areas. A relatively new, green metal Loudoun County welcoming sign (in Segment 1) lacks the gateway entrance statement that could be made at the county line. Other utilitarian signs direct visitors to South Riding, etc. The general impression left by the signs is unwelcoming and aesthetically displeasing.
- i. Architectural Style: South Riding homes are primarily colonial in design and are developed and maintained with strong architectural covenants. Otherwise, there is no architectural theme existing in the corridor.
- j. Cultural Resources/Tourism Opportunities (these resources are located in the Dulles South area and can be accessed via the Route 50 corridor:
  - (1) Ticonderoga Farm
  - (2) Cox Farm (Fairfax County)
  - (3) Settle-Dean Cabin (to be located between Braddock Road and Edgewater Street off Loudoun County Parkway)
  - (4) Prosperity Baptist Church at Braddock Road and Elk Lick Road
  - (5) South Riding Golf Course, Pleasant Valley Golf Course
  - (6) Future office development within South Riding, Arcola Center, and on other smaller parcels
  - (7) Future retail/shopping including; Market Square, Avonlea, and Arcola Center
  - (8) Debaggio Herb Farm (off Poland Road on Mountain View Drive)





### 4. Segment 2 Recommendations

Businesses and property owners must be able to recognize not only the long term, but especially the short-term, benefits of any changes made as a result of recommendations from the task force. Owners should not be forced to implement changes solely—or even substantially—at their expense. Supplemental funding to implement some of the near term task force recommendations will need to come from other sources.

#### a. Zoning Recommendations

- (1) The county should amend its Master Plan to show a preference not only for industrial-zone ground in the Route 50 corridor, but also for mixed-use development, which would include retail/office employment and residential development.
- (2) Both the visual impact of development along Route 50 and the traffic impacts would be better served by allowing a mix of uses to be developed in the corridor. Segment 2 proposes creation of a Planned Development (PD) overlay district in the CLI zone which would serve as a zoning tool encouraging a variety of uses, locating access to a road other than Route 50, and providing an attractive visual impact as a result. (Note: the concept of a planned development overlay was considered for specific recommendations by a sub-group of the Economic Development Commission and is included in the Incentives section of this report.)
- (3) The proposed PD overlay-zoning district would allow uses described in the Business Use Category of the county Planned Land Use Map. In addition to maintaining existing CLI zoning uses, it would protect existing property owners and businesses, while providing maximum flexibility and encouragement for future higher-use development and/or redevelopment. PD zoning would also give the county substantial control over that development. There are many controls now within the county's PD zones to give both the development community and the county the flexibility and control that they each would like. The PD zoning overlay would provide incentives for setbacks, architectural design, and landscape buffering, achieving certain broad standards to be established. Those standards would promote a "boulevard" landscaping theme (as further described in the Landscape recommendations, and the Loudoun County Entrance Gateway Guidelines) and would provide guidance for preferred architectural style, building

materials, building height, and signage along the Route 50 corridor. To encourage property owners to opt into such an overlay district, significant incentives would need to be offered. Some of the strongest incentives that could be offered are:

- (a) Allowing non-industrial uses such as retail, entertainment uses, and some residential uses as primary uses in the overlay zone.
  - (b) Allowing reasonable visibility of commercial uses from Route 50, instead of current requirement for heavy berming and planting requirements which could completely screen out business visibility.
  - (c) Public fronting of public water/sewer costs, such as by bond issuance. Repayment would be covered by connection fees, user fees, and the increased tax these developments will generate.
- (4) Current CLI zoning offers some incentives for increased Floor Area Ratio (FAR). These incentives can be expanded and enhanced in a new PD overlay district with higher FAR limits, along with other opportunities to achieve additional incentives. If the package of incentives were attractive enough, property owners opting to take advantage of the PD overlay district would be expected to proffer funds for Route 50 transportation improvements.
- (5) A number of proposed changes to the current CLI zoning were considered, but ultimately it was decided to leave it as is and recommend the PD overlay zone. If there are to be any changes in the CLI zoning, the changes must be considered for their impact on existing CLI property owners and businesses. Business owners should not be required, but rather encouraged through meaningful incentives to conform to any new uses and performance standards.
- (6) The property owners in the corridor must be encouraged to rezone. The rezoning can't place excessive financial burden or obligation on the property owners with proffers and/or other requirements, or owners will not seek to rezone.
- (7) The zoning line should be established by the location of Tall Cedars Parkway and not the current CLI zoning line. Properties located north of Defender Drive and north of Tall Cedars Parkway should remain planned for commercial, office, retail, and industrial uses, and be

developed under the suggested PD overlay zoning, or the current CLI zoning special exception uses, to achieve the Business and Corridor Retail uses indicated on the county Land Use Plan. Properties south of Tall Cedars Parkway should be residential with consideration for minor retail or office immediately adjacent to Tall Cedars Parkway, especially at major intersections. The goal should be to make sure that proffers are achieved to provide for right-of-way and construction of the needed portions of Defender Drive and Tall Cedars Parkway.

- (8) In addition to, or as an alternate to, the PD overlay zoning, the existing CLI zone itself could be utilized in much the same way by providing attractive additional principal uses as Special Exception uses. Such uses would include residential and retail use. The Special Exception process could be used to condition approval for these valuable additional uses by compliance with guidelines for architectural and landscape, setbacks, buffering, and signage.
- (9) Whether by right CLI, Special Exception or a new PD overlay district, the county must provide strong incentives for consolidation of parcels. Larger scale planning on a new development will achieve better overall coordinated results, meeting the goals of this task force.
- (10) We recommend the county develop and promote incentives for transit oriented development. While mass transportation, such as a Metro extension, is not planned to serve this area, bus routes and carpooling will be necessary to keep roadways flowing. Locations for commuter parking need to be identified now, and made available for development as the need arises.
- (11) Provide expedited review and processing of by-right and rezoning applications, which are consistent with the objectives of the county and the task force. Establish a goal of four months to process a development plan which is in conformance with the task force recommendations and objectives.
- (12) The county must encourage higher FAR build-out in proposed commercial developments. To take advantage of this prime development corridor in the county, located immediately adjacent to Dulles Airport, and to ensure that land situated along Route 50 is not allowed to develop in an underutilized manner. The county should discourage development of sprawling one-story buildings, which use up substantial land, limiting the future buildout potential,

and resulting in a loss of employment base and tax revenue.

- (13) The Loudoun County Economic Development Commission must promote properties in this corridor to businesses seeking to enter or expand within the county. By drawing additional attention to the area, there is a greater likelihood a business or developer will work to consolidate properties and take advantage of the zoning options and incentives, resulting in higher and better uses than would otherwise develop under CLI.
- (14) Offer incentives to property owners developing their property with tourism and tourism-supporting businesses and service. These uses could include hotels, entertainment, specialty shops, etc. Given the proximity of this corridor to Dulles Airport and the Air and Space Museum, the county should seek to achieve its fair share of business associated with that and other tourist attractions in the area.

### b. Transportation Recommendations

- (1) Route 50
  - (a) Reduce and coordinate Route 50 access points where feasible. Require alternate means of access to each property, as Route 50 becomes a limited access roadway. Adjacent properties should be “incentivized” to work together to consolidate and minimize the number of entrances to Route 50 and to locate access to alternative roads as they become available. New development applications should be reviewed to ensure that short- and long-term alternative highway access provisions are considered.
  - (b) Loudoun County Transportation officials should work with VDOT to determine the ultimate roadway section (number of lanes) needed for Route 50. Conceptual design plans to determine appropriate right-of-way for future road widening must be prepared now. Right-of-way for the ultimate road section must be provided as each new development application for frontage properties is processed.
  - (c) The Route 50 roadway widening to three lanes in each direction in Loudoun County, even when constructed by developer proffers, will not solve the traffic problems if similar road widening in Fairfax County all the way to Route 28 is not also accomplished.

Loudoun County must work to get cooperation from Fairfax County and VDOT to plan for and find a way to fund and construct needed improvements all the way to Route 28 in the near future.

- (d) Intersection improvements
  - (i) Loudoun County Transportation officials must work with VDOT to finalize design criteria for future Route 50 intersection improvements, and to agree on conceptual design for future interchanges where necessary. Appropriate reservations for right-of-way for the future intersection and interchange improvements should be obtained as new development applications are processed. Traffic projections should be utilized to establish a target date for construction of each of the proposed interchanges.
  - (ii) The Main Street Project has committed to a traffic signal for the intersection at Elk Lick Road. Loudoun County Transportation officials should work with VDOT to determine whether this intersection is best served by a signal or by closing the median crossover and allowing right in and right out only at Elk Lick Road. If the goal is to ultimately create a limited access roadway, adding another signal may be counterproductive.
  - (iii) Encourage VDOT to address unsafe and inconsistent shoulder widths along the roadway. Provide safe acceleration/deceleration lanes on both the east and westbound lanes at all intersections.
- (e) Require VDOT and the county to identify and reserve land for future Park and Ride site locations in the corridor.
- (f) Loudoun County Transportation officials should urge VDOT to coordinate synchronization of the traffic signals between Route 659 and Route 28.
- (g) Recommend to VDOT that traffic signals be installed on cantilevered poles in all the segments. Painting the poles black would be more decorative and signal to visitors that they are arriving somewhere special as they enter the corridor.
- (h) Planning for this area should anticipate a shift from being entirely auto-oriented to a mixture of auto,



bicycle, and pedestrian orientation. No connections to adjoining neighborhoods currently exist, but may be achieved by extending sidewalks/trails from the neighborhoods to trails connecting the properties along Route 50.

(2) Defender Drive

- (a) Amend the Countywide Transportation Plan (CTP) to provide for Defender Drive to extend west of Elk Lick Road to connect to Loudoun County Parkway. This road connection was removed from the CTP years ago. Now the North Riding subdivision has been built and prevents the logical connecting point at Loudoun County Parkway at Riding Center Drive. Constructing this roadway will require right-of-way dedication from eight to nine properties. Segment 2 proposes an alignment that follows the southern boundary of the properties fronting Route 50, with two alternative connections to Elk Lick Road, and two alternatives to connect at Loudoun County Parkway. (See Exhibit #2) For safe traffic movements, and to avoid a series of three-way intersections in a very short span of Elk Lick Road, the Blue alignment of the extension of Defender Drive is recommended. It should line up with existing Defender at Elk Lick Road and with the entrance to the Market Square shopping center at Loudoun County Parkway. This will allow for a four-way traffic intersection and keep the connection far enough away to avoid potentially impacting traffic entering/exiting Route 50.
- (b) The preferred Blue connection at Elk Lick Road divides the "Church" property in two, substantially impacting the ability to fully develop the property in accordance with CLI zoning. The county should consider acquiring the needed right-of-way through purchase of this property, or try to arrange a land swap with the adjoining property, to allow the road to be built in its preferred location. If Defender Drive follows the alternative alignment (shown as the Red alternative on the Exhibit 4), it will run down the property line behind the Main Street Project with the roadway located within ten feet of the buildings proposed on that property.

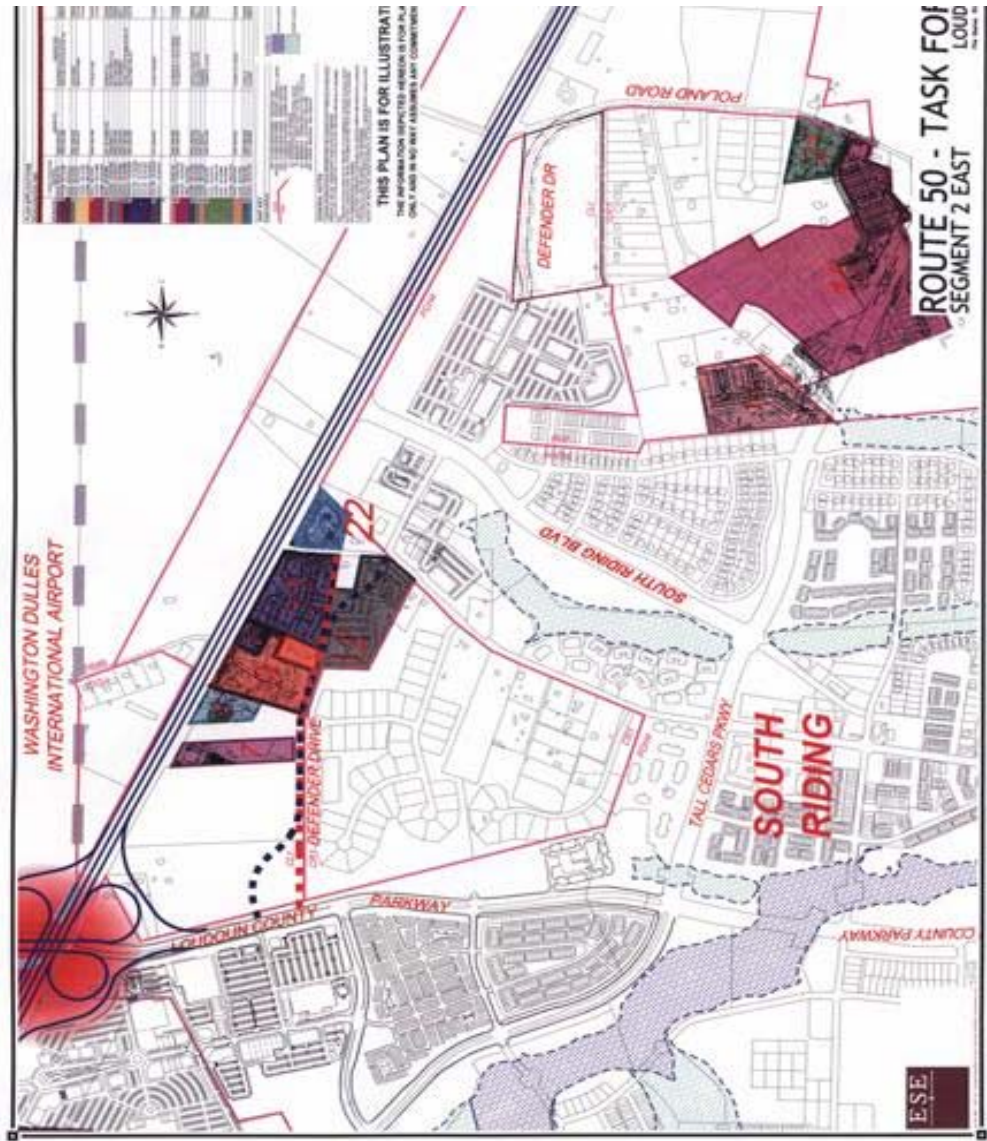
## Exhibit #2

### Place Defender Drive back on the Countywide Transportation Plan

Provide alternate access to properties fronting Rt. 50

Blue Route is the preferred location.

- Requires coordination with property owners
- Aligns with existing on east end
- Aligns with shopping center entrance on west end

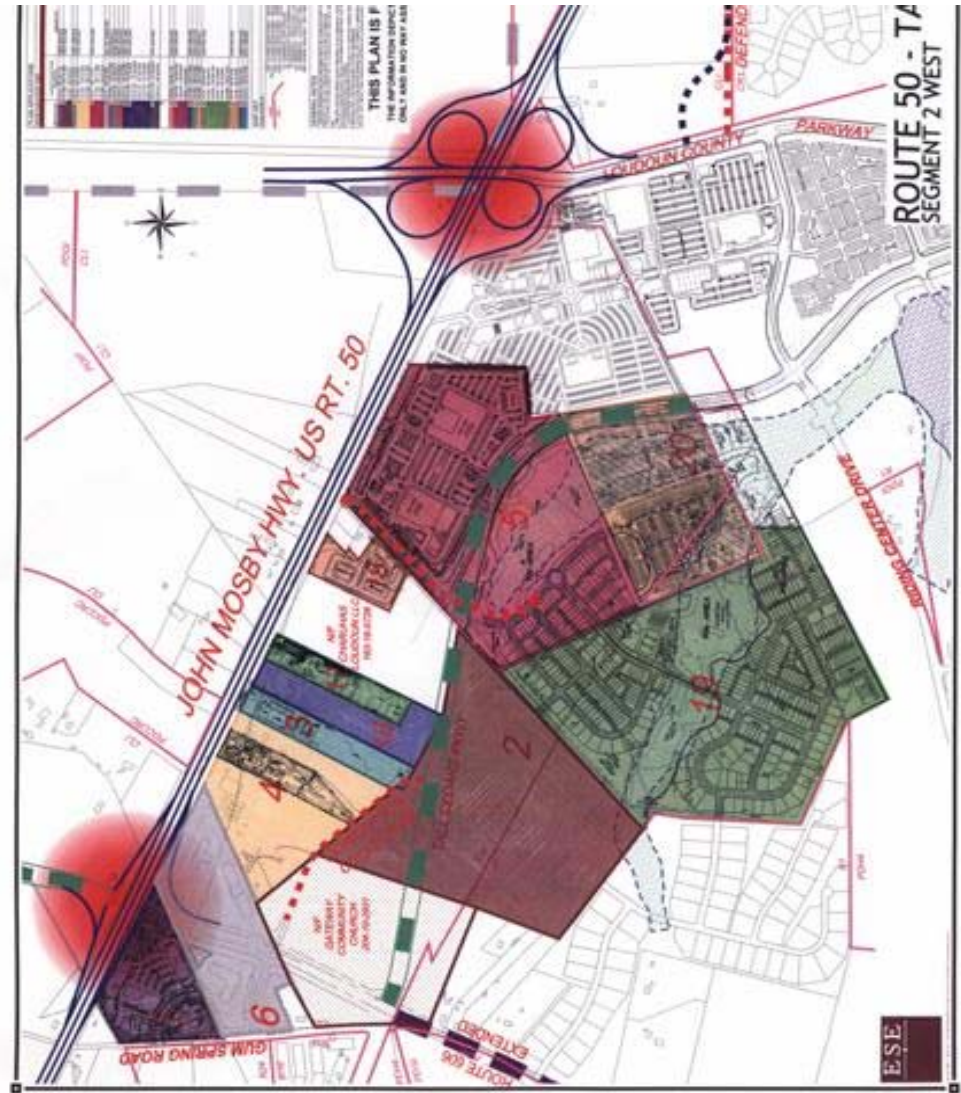


- (c) As shown on an alternative Defender Drive concept plan (Exhibit #4), Defender Drive could be pushed further north toward Route 50 to provide not only alternate access and frontage for the properties fronting Route 50, but to also provide additional road frontage opportunities for commercial/retail development, by creating two parcels with road frontage out of many of the Route 50 fronting parcels.
  - (d) The county should work with property owners to the west of the Main Street Project to consider whether or not it makes sense to extend the Main Street concept further to the west. Segment 2 does not suggest that the private roadway through the Main Street property serve as a replacement for extending Defender Drive, but rather serve as an opportunity to consider compatible land planning in this area. If so, the proposed alignment of Defender Drive could be modified to accommodate property owners' plans.
- (3) Tall Cedars Parkway
  - (a) Recommend realignment of Tall Cedars Parkway (Exhibit #3) at its proposed intersection with Pinebrook Road to allow the Parkway to extend west of the development along the property line between parcels 163-6-5726 and 164-45-6119 and connect with existing Tall Cedars at Gum Spring Road. As currently planned, the roadway will dead-end into the middle of parcel 163-16-5726. Realignment would provide better access to parcels 163-16-5726; 164-45-6119; 163-15-9632; and 163-16-3562. The construction plans for these roadways are already in the county approval process. The county and the developer would need to reach agreement on a timely approval of the revised plans so as not to delay their construction. VDOT will also need to approve the realignment.
  - (b) Reserve for—and/or obtain proffered construction for—an extension of Tall Cedars Parkway in conjunction with any development applications filed on the properties located west of Pinebrook over to Route 659.



Exhibit #3

1. Realign Tall Cedars Parkway within and west of Avonlea
2. Provide for collector road to access properties



- Avoid dividing Properties with Parkway
- Provide alternative access to Rt. 50 fronting parcels
- Establish alignment of Tall Cedars from Avonlea to existing at Rt. 659/Stone Ridge

Exhibit #4

Alternative Defender Drive alignment to extend Main Street Concept

**Eliminates duplication  
of roads**

**Creates dual road  
frontage on properties**

**Opportunity for  
pedestrian friendly  
Retail Development**





### (4) New Conceptual Access Road

- (a) Tall Cedars Parkway will not provide direct access to properties fronting Route 50 as it proceeds west of Avonlea; therefore, Segment 2 recommends the county add to the CTP a conceptual access road (Exhibit #3) intersecting Tall Cedars Parkway, midway through parcel 163-16-5726 and connecting over to the West Spine Road. This roadway would provide access to parcels; 163-15-8764; 163-15-5783; 163-15-5037; 163-15-2491; and 204-20-3829. The location and alignment of this roadway should be developed in conjunction with property owners as development plans are forthcoming.

### (5) Utilities

- (a) In order to encourage a higher caliber of development along Route 50, extension of public sewer and water must be a high priority. A utility plan should be developed which shows extensions of sewer and water to each of the CLI properties (Exhibit 5). If necessary, the county should issue bonds to cover the upfront installation costs with the connection and user fees directed to pay off the bonds.
- (b) As development occurs in the corridor, provisions should be made for burial of the overhead power, telephone and cable lines. The county should require as part of any upgrades by the utility companies that they bury the lines at their expense. Any large-scale development of residential, commercial office, and/or retail should be encouraged to proffer burial of utility lines.
- (c) The county should work with Verizon and/or other Broadband providers, to encourage extension of high-speed Internet services, both wired and wireless and including fiber-optic lines, to make them available at reasonable costs for connection as properties develop and to attract the desired business uses.

Additional segment recommendations on the topics of Appearance, Lighting and Signage are included in the Design Guidelines Appendix. Discussion of the Planned Development Overlay District is included in the Incentives section, continued later in this report.

The task force directed that the incentive discussion be addressed by the Economic Development sub-group and that the architectural recommendations be included in an appendix of design guideline

materials. That information is included in sections IV-C and Appendix I respectively of this report.

### C. SEGMENT 3

#### 1. Description

The Segment 3 area is described as the portion of the corridor on the north side of Route 50 from Route 606 to Route 659 relocated and extending northward toward Route 621, encompassing the greater Arcola area. This segment contains approximately 1300 acres and approximately 160 parcels. This segment has approximately 2.2 miles of frontage on Route 50. Map 3 depicts the current planned land use conditions for the segment and the existing zoning in the vicinity.

In general the area has long been planned for industrial uses. Approved re-zonings in 1998 and 1999 for the Hazout and Arcola Center properties resulted in approval for approximately 1.8 million square feet of PD-IP uses and over 1 million square feet of PD-CC-RC uses including retail, hotel and office uses.

The greater Arcola area is also subject to the Airport Impact Overlay District regulations and the associated noise contours which affect land use policy and zoning regulations.

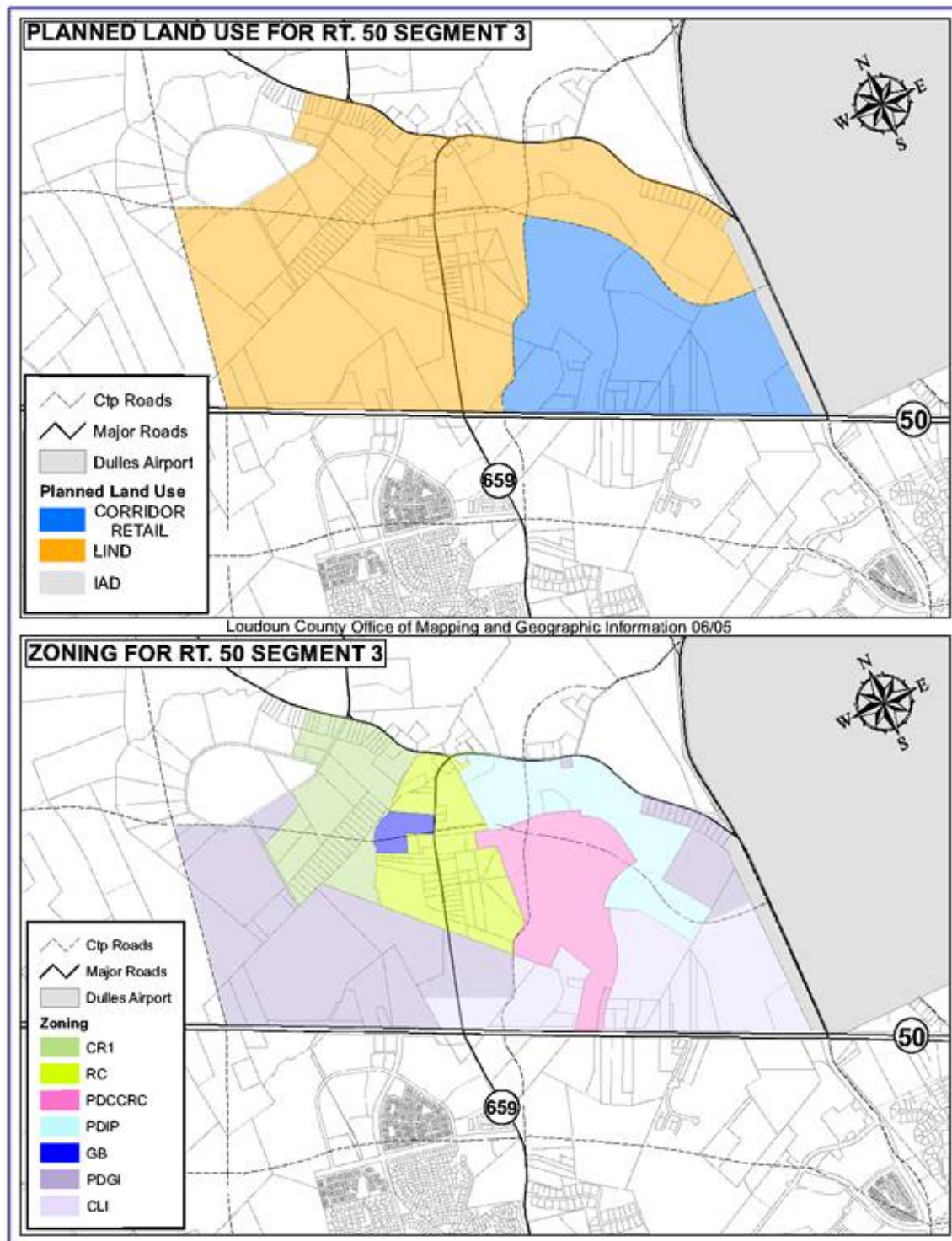
The Segment 3 discussions resulted in recommendations on transportation issues, mainly associated with CTP road alignment issues, an overall land use recommendation, recommendations for the revitalization of Arcola, and support for the landscaping and architectural design guidelines developed to date. Those recommendations are summarized in the following sections. These recommendations are described in general terms with the concerns of stakeholders that participated in the working group discussions, provided as footnotes to the recommendations.

Concerns over enforcement of existing county/state ordinances and requirements emanated from Segment 3 discussions where issues of health safety, and potential zoning violations were raised. In response the Board of Supervisors directed a proactive enforcement effort in the Route 50 corridor.



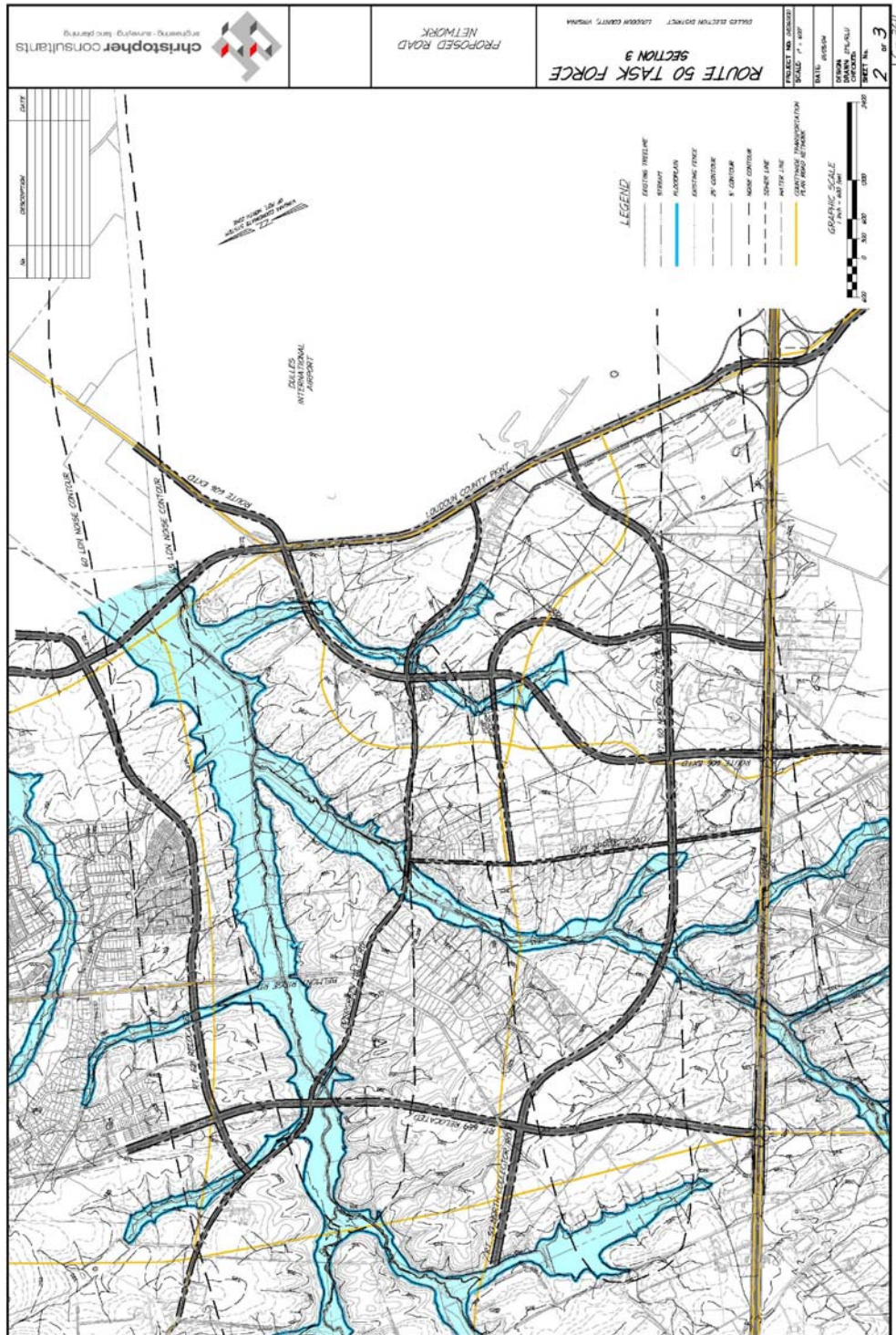
*The Segment 3 area is described as the portion of the corridor on the north side of Route 50 from Route 606 to Route 659 relocated and extending northward toward Route 621, encompassing the greater Arcola area.*

Map 3

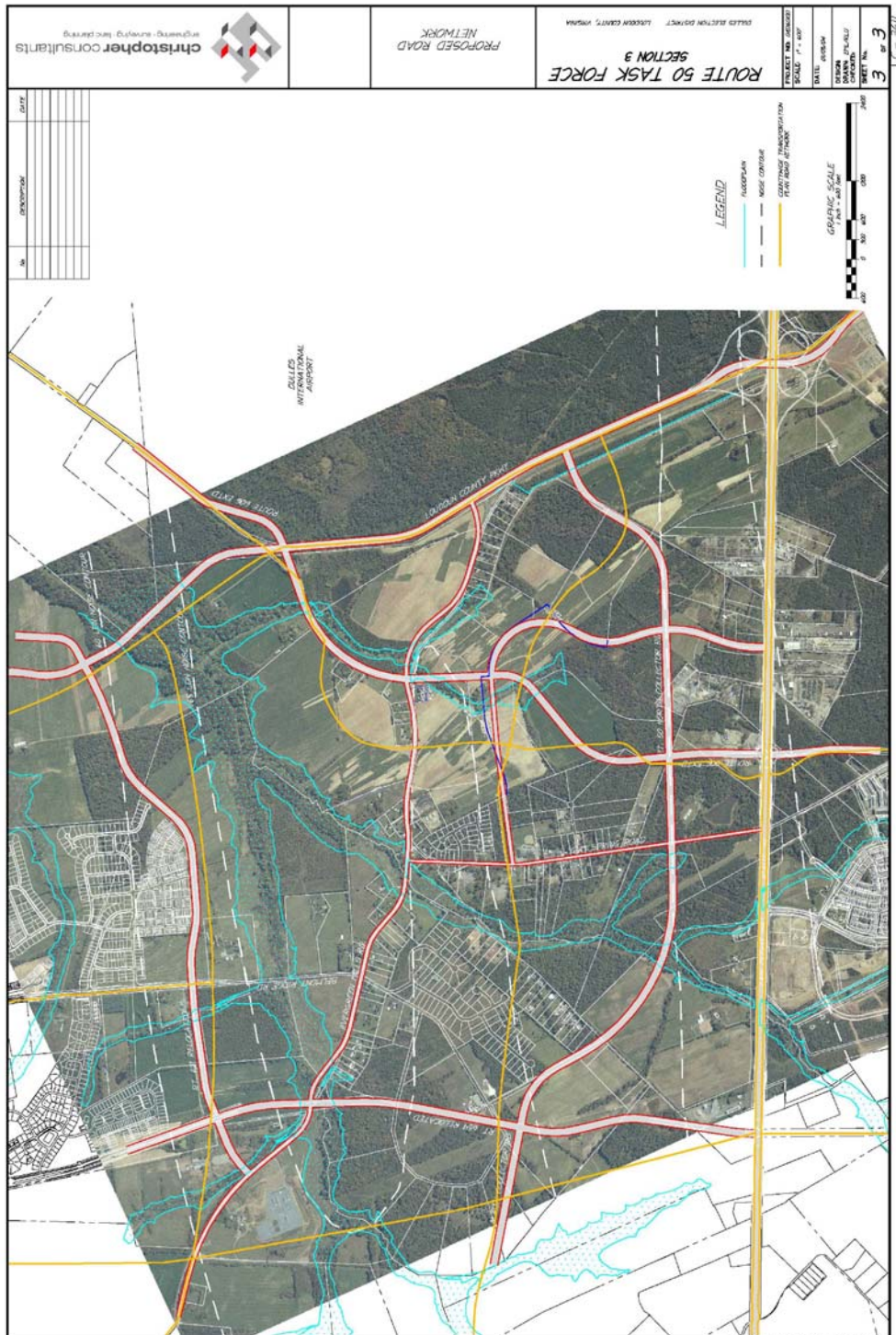




Map 4



Map 5





## 2. Transportation Recommendations

Segment 3 conducted multiple meetings and subcommittee meetings and recommends that the Board of Supervisors initiate a Comprehensive Plan Amendment to incorporate changes to the Countywide Transportation Plan with respect to the North Collector Road, the West Spine Road (Route 606 Extended), existing Gum Spring Road (Route 659) and the proffered Hutchinson Farm Drive, in accordance with the attached plan by Christopher Consultants. This plan and accompanying aerial photograph are included as Maps 4 and 5. The purpose of moving the north collector road to the south and away from the currently approved alignment, which bisects the Village of Arcola, was to address resident concerns, preserve as much land as possible, and provide pedestrian connectivity to the uses and amenities in the Arcola Center area of Segment 3. The plan indicates the recommended Road Network/Alignments and also the general location of the following numbered comments from members of the Segment 3 Group that can be considered as footnotes to the recommended Road Network Plan.

- a. Dr. Gupta/RSSJ Inc. owns 200 +/- acres along Route 606 Extended, expressed concerns regarding the Route 606/Loudoun County Parkway Intersection Alignment, and would prefer an alignment of Route 606 extended that would require less Right of Way from his property.
- b. It is recommended that Hutchinson Farm Drive be a two lane road west of Route 606 and extend to existing Gum Spring Road, in order to be conducive to pedestrian movement between existing Arcola Village, the restored Slave Quarters feature and the new development of Arcola Center retail and entertainment uses.
- c. Rick Newcome has noted that in conjunction with the New Road Alignment Network, consideration should be given to interparcel access for properties that do not have direct access to the major roads. The Arcola Center Project is currently proffered to provide interparcel access to Mr. Newcome's properties.
- d. Michael Cook of the Jaders Property on Route 50 has submitted a letter in support of the Road Network Plan with comment that the North Collector Alignment should be shifted slightly north so as not to create an outparcel of the northern portion of his property.
- e. Ray Case's property that fronts on Gum Spring Road has rear frontage on Route 606 Extended, and has requested during his rezoning process to have a 75' set back from Route 606 extended, and is complying. He has requested that the North



- Collector location not impose additional impacts to his property.
- f. It has been suggested that the portion of existing Gum Spring Road (Route 656) between Route 621 and new/proposed Hutchinson Farm Drive be considered to be a one way street in order to provide room with the existing right-of-way to provide for pedestrian walkways.
  - g. The existing Route 659 intersection with Route 50 is planned to be closed when Route 50 becomes limited access. It has been suggested that until that time, the 659/50 intersection be shifted to the west of and align with the existing Stone Springs Parkway intersection with Route 50. The benefits would be the elimination of one existing traffic signal/intersection on Route 50 and improved connectivity to Arcola Village.

### 3. Route 50 Landscaping Initiative Recommendation

Segment 3 has reviewed the Lewis Scully Gionet Landscape Architects' presentation on the Route 50 Entrance Gateway Guidelines effort sponsored by Segment 1, and recommends that the county resources and processes to facilitate the implementation of a Route 50 Landscaping and Design Features Program in general accordance with the presentation by Bob Esselburn of Lewis Scully Gionet. In doing so Segment 3 acknowledges the following:

- a. That the Design Guidelines prepared by Lewis Scully Gionet need to be reviewed, approved and incorporated.
- b. Consideration may be given to providing incentives for property owners to upgrade their landscaping and/or provide landscaping easements on portions of their property for plantings by others.
- c. Consideration may be given to creating a landscaping (and/or maintenance) fund, created by proffer contributions, to facilitate planting in areas that need assistance in upgrading or installing landscaping.
- d. Consideration may be given to creating incentives for landscaping contractors and maintenance contractors who are interested in performing work associated with the Route 50 landscaping upgrades and maintenance.
- e. Consideration will be given to creating a similar program of guidelines and incentives for landscaping standards of other roads within Segment 3.

### 4. Recommendations on Overall Land Use

The recommendations for overall land use for Segment 3 can be summarized as follows:

- a. A mixed use designation for the Village of Arcola, to include residential uses where permissible, and to be comprised of the desired uses resulting from the work group's answer to the question of, "What should Arcola Village look like in 2015?"
- b. Village Perimeter Transition Areas
  - (1) East - A mixed use area between Gum Spring Road adjacent to the Village limits and Route 606 extended (West Spine Road).
  - (2) West – Uses and activities consistent with the designation of Business Land Use Category, including residential where permissible.
- c. An expanded civic area to include cultural uses/Slave Quarters site. Segment 3 participants noted the value of the Slave Quarters site as an important cultural attribute in the area and a resource worthy of protection and promotion.
- d. PDIP uses and activities along Route 621 between Route 606 extended (West Spine Road) and the Loudoun County Parkway.
- e. A core area of "Retail/Lifestyle" uses to include Office, Entertainment, and Hotel Uses
- f. A retail "Main Street" area for big box retail uses
- g. A corridor retail area along Route 50 which would also allow for high density residential

Section Three conducted multiple meetings to discuss land use and recommends that the Board of Supervisors initiate a Comprehensive Plan Amendment or other appropriate county process to incorporate changes to the county Comprehensive Plan and/or Zoning Ordinance with respect to uses and land use for the Segment 3 area, in accordance with the attached Segment 3 Overall Land Use plan by CMSS Architects. (See Map 6)



Map 6





The plan indicates the recommended land use descriptions for Segment 3, and is to be utilized along with the following comments that are to be considered as footnotes to the attached Overall Land Use exhibit/plan:

- a. That the area south of the relocated alignment of the North Collector Road that is currently planned as Corridor Retail be given a new land use category designation that would provide for the uses currently allowed under Corridor Retail, and also permit up to 100% high density multi-family residential uses outside of the 65 LDN line.

This recommendation came forward to the task force as a consensus position of the working group. Prior to this recommendation being formed several property owners expressed concern that a land use category permitting high density residential instead of retail as a preferred use was not in keeping with their plans to develop retail uses or other activities consistent with the current corridor retail planned land use. The consensus position reflects a “blended” approach to the Corridor Retail designation with portions of the area available to pursue a high density residential option.

- b. That the properties along Route 50 be developed with a unified and aesthetic treatment of setbacks and landscaping along Route 50.

Also, the following comments from individual property owners are to be considered as footnotes to the attached Overall Land Use exhibit/plan:

- c. John Debell is a property owner on the north side of Route 621 that has recently rezoned his property to PD-GI and notes that he does not think his property should be considered part of the Arcola Village (inner core) because PD-GI uses were not included in the list of recommended uses put forth by Segment 3 to the task force, and because the land area north of Route 621 was not originally a part of the Section Three area.
- d. Jim Cross feels that the southern extent of the Arcola Village (inner core) Land Use designation (pink) should stop at Azalea Lane, and that the area south of Azalea Lane should have the Village Perimeter designation (yellow).
- e. Ray and Sara Case have property that fronts on Gum Spring Road and has a current rezoning application in process with the county to convert RC zoned property to PD-GI, so that an existing operating business is in conformance. Their business use and other PD-GI uses are not included in the list of recommended uses that Segment 3 has previously put forward

for the area south of Arcola Village, and they have submitted a letter through their attorney to document this fact and confirm that it is not the intent of Segment 3 to interfere with the Case rezoning effort.

Also, during the land use discussion and review of the Overall Land Use exhibit, issues were raised relating to the previously recommended Arcola Village and Surrounding Areas Extent and Uses exhibit. As a result, the following comments have been incorporated into the attached Overall Land Use plan/exhibit, and this exhibit supersedes the previous exhibit:

- a. The Overall Land Use exhibit is consistent with the previously recommended Arcola Village Extent exhibit and includes the area north of Route 621 that had been indicated to be considered as a part of Arcola Village.
- b. The Overall Land Use reflects the Village Perimeter area that is west of Broad Run as yellow with black cross hatch lines, to differentiate this area from the balance of the Village Perimeter area which has remained yellow. (The previously recommended Arcola Village Uses exhibit showed the entire Village Perimeter area as yellow in color, but the Arcola Village Uses recommendation contained text regarding recommended uses that differentiated between the Village Perimeter area west of the Village and the Village Perimeter areas east and south of the Village.)

The yellow cross hatched symbol has been added to the exhibit legend as “Village West Perimeter Area”, and this area is still recommended to have the “Business Land Use” that was reflected in the text of the Arcola Village Uses recommendation.

### **5. Arcola Village and Surrounding Area Land Use Recommendations**

Segment 3 conducted multiple meetings and subcommittee meetings and recommends that the Board of Supervisors initiate a Comprehensive Plan Amendment and Zoning Ordinance/Map Revisions or other appropriate county process to incorporate the following Uses and Restrictions to the Land Use and Uses for the Arcola Village Area and the Areas immediately surrounding the Arcola Village. The attached drawing (Map 6) indicates the recommended extent of the identified areas of Arcola Village and the surrounding areas that will impact the Village and provide for a transition to the surrounding areas planned for new development. Additional recommendations and clarifications will be suggested during whatever process is undertaken by the county to incorporate the

recommendations of The Route 50 task force. The recommended uses are as follows:

Vision for Arcola – “What would you like Arcola Village to look like in 2015” Discussion Results of uses discussion for Arcola Village and surrounding transitional areas as follows:

- a. Types of buildings you would like to see in Arcola Village:
 

Homes	Transitional Building (with appropriate uses – see below)
Civic	Commercial Building (with appropriate uses – see below)
Religious	Small Retail (less than 10,000 square feet)
- b. Types of business uses you would like to see in Arcola Village:
 

Bed & Breakfast	Galleries	Coffee Shop
Veterinarian	Market	Restaurant
Banks	General Store	Studios
Book Stores	Bakery	Professional Office
Crafts	Enclosed Service	Warehouse
Home Based Office	Commercial Service Establishment (no outside storage)	
- c. Kinds of amenities / services you would like to see in Arcola Village:
 

Library	Tourism Center	Visitor Center
Church	Park	Playground
Public Restrooms	Sidewalks	Parking
Personal Service	Barber	Post Office/Mail
Restaurants	Pet Day Care	Ball Fields
Fitness	Day Care	Senior Center
Civic	Cultural Attraction	
- d. Types of residential uses you would like to see in Arcola Village:
 

Single Family Detached	Residential over Retail
Low Rise Multi Family	Senior Housing
Townhouse	
- e. Transition area uses between Arcola Village and the Retail area to the east:
 

Townhouses	Low Rise Multi Family	Retail
Small Commercial	Historical Cultural Attraction	Civic
Professional Office	Small Retail	Day Care
Residential over Retail	Office over Retail	Private
		School
Residential over Offices/Commercial		Office
- f. Transition area uses between Arcola Village and the planned industrial or proposed multi-family area to the south:



Townhouses	Low Rise Multi Family	Retail
Small Commercial	Historical Cultural Attraction	Civic
Professional Office	Small Retail	Day Care
Residential over Retail	Office over Retail	Private
Residential over Offices/Commercial		School

- g. Transition area uses between Arcola Village and the planned CPAM uses to the west:  
Business Land Used Category including but not limited to the following:

Single Family	Single Family	Townhouses
Large Lot	Small Lot	
Low Rise	Historical Cultural	Civic
Multi Family	Attraction	
Small Commercial	Professional Office	Small Retail
Residential over Retail	Office over Retail	Live Work Unit
Private School	Day Care	Retail

## 6. Recommendations for Enforcement

### Recommendations for Enforcement to Prevent Further Degradation of Arcola Village, and Incentives for Revitalization

Segment 3 conducted multiple discussions regarding Arcola Village, the undesirable uses/operations that are moving into Arcola, and the vision for a revitalized Arcola Village. At the February 23, 2005 meeting, Segment 3 specifically discussed and recommended enforcement actions to prevent the further degradation of Arcola Village and recommended incentives to promote the revitalization of Arcola Village, and recommends that the Board of Supervisors initiate a Comprehensive Plan Amendment, appropriate Zoning Ordinance/Maps Revisions, or other appropriate county process to consider and implement the following recommendations:

- a. To immediately prevent further degradation of Arcola Village the following enforcement actions, policy/ procedure/ legislative changes should be considered and implemented as soon as possible:
  - zoning enforcement
  - buffer requirements
  - revised comprehensive plan
  - incentives for relocation
  - clean up and removal of existing trash and debris
  - site plan enforcement
  - talking to property owners
  - acquiring public property

*Recommendations for  
Enforcement to  
Prevent Further  
Degradation of  
Arcola Village, and  
Incentives for  
Revitalization*

- revised zoning
  - driveway enforcement
  - discouraging undesired applications
  - incentives for upgrades
  - promoting the Route 50 task force
  - erosion control enforcement
- b. There is also a footnote to this recommendation to reflect Jim Cross's concern that immediate enforcement action will only give property owners the incentive to submit for Site Plans and other permits they need to be "legal" and that this would only further establish them in their unwanted uses and practices. His suggestion is to first develop incentives that could be offered as a remedy at the same time the enforcement or violation notice is given, to encourage the uses to move or upgrade rather than just get permits.
- c. To promote the revitalization of Arcola Village the following policy, procedure and /or legislative actions should be considered and implemented as soon as possible:
- revised comprehensive plan
  - architectural guidelines
  - incentives for upgrades
  - revised zoning
  - flexibility of uses
  - incentives for relocation
  - expedited processing
  - incentives for quality uses

## 7. Recommendations on Architectural Guidelines and Design Features

Segment 3 has seen and discussed the Route 50 Corridor Architectural Guidelines Manual prepared by CMSS Architects, that was sponsored by Segment 3, and recommends that the Board of Supervisors initiate a process to facilitate the implementation of a Route 50 Architectural Guidelines and Design Features Program. In doing so Segment 3 acknowledges the following:

- a. Consideration should be given to providing incentives for property owners to upgrade their buildings by incorporating recommended architectural treatments and features.
- b. Consideration should be given to the formation of a Route 50 Architectural Review Advisory Board or Committee.

The task force recommendation is that this material as well as the design guideline information compiled by the Heritage and Cultural

resource representatives, the preliminary architectural guidelines prepared by Segment 2 participants, and the Entry Gateway Guidelines, prepare by Lewis Scully Gionet become part of a design guideline appendix and that an advisory group be formed to continue these efforts.

### D. SEGMENT 4

#### 1. Description

Segment 4 represents the area on the north side of Route 50 from proposed Route 659 relocated to Lenah Farm Lane and on the south side of Route 50 from the West Spine Road (currently just east of Route 659) to Lenah Road. This area contains approximately 1400 acres and approximately 100 parcels. The frontage along Route 50 in this segment is approximately 2.4 miles in length.

#### 2. Task Force Position on Segment 4

Initial Segment 4 meetings were conducted in the fall of 2004. Concerns raised by residents of the area dealt with the planned alignment of roadways to the west of the greater Arcola area and these concerns have been addressed in the Segment 3 recommendations. Other concerns dealt with the need for transportation improvements, preserving the equestrian “feel” of the area, potential for alternative transportation modes, tree preservation, noise from the airport, impact on private property owners as a result of “beautification” projects and concern about setbacks along Route 50.

Because the majority of the area is subject to applicant initiated Comprehensive Plan Amendments the task force recommended that on-going review and recommendation efforts in this segment be left to the plan amendment process.

The task force was invited to participate in a stakeholders meeting in May of 2005. At that time the position of the task force was relayed, that while no specific land use recommendations have been made for this segment, recommendations regarding landscaping, architectural guidelines, lighting and general appearance issues should be continued along the corridor to the extent feasible.

*Segment 4 represents the area on the north side of Route 50 from proposed Route 659 relocated to Lenah Farm Lane and on the south side of Route 50 from the West Spine Road (currently just east of Route 659) to Lenah Road.*

## IV. Additional Recommendations

### A. Economic Development

As part of this effort, task force input and guidance on economic development issues along the corridor was requested.

As Loudoun's southern most highway, Route 50 is an important gateway into the county and as such provides business opportunities related to economic development and tourism. Increased development interests and recognition of this corridor led the task force to focus on economic development and tourism opportunities. The Department of Economic Development and the Loudoun Convention and Visitors Association (LCVA) worked together to seek input and provide guidance to the Segments on the economic development and tourism opportunities along the Route 50 corridor.

*Increased development interests and recognition of this corridor led the task force to focus on economic development and tourism opportunities.*

### 1. Business Group/Business Survey

Initial steps included the formation of a business group including members from the Chamber of Commerce, Route 50 Alliance, LCVA, and Economic Development Commission to develop a survey which was sent to commercial landowners and business owners along the Route 50 corridor. The survey was posted on the county's website and was sent to 75 entities. Seventeen surveys were completed and 10 were returned as undeliverable, resulting in a 23% response rate. Survey responses included 11 existing business, two commercial land owners, and four homeowners. A summary of the survey responses include the following:

- a. Greatest Opportunities for Business Development in the Route 50 corridor:  
*Road access, retail, coordinated development*
- b. Greatest Threats for Business Development in the Route 50 corridor:  
*Traffic and development*
- c. Ranking of issues most important for business development:  
*Transportation/Infrastructure, Planning/Zoning, Economic Development, Architectural Design*
- d. What could enhance the corridor?  
*Additional businesses and amenities (retail, restaurants, tourism), increased design guidelines (buffers, berms, landscaping, consistent design, and improved beauty)*
- e. *Most believed CLI was appropriate with the addition of mixed use and better screening.*

- f. What has limited development on the Route 50 corridor?  
*Traffic, sewer, zoning*
- g. Example of corridors or areas that should be used as a model:  
*Fair Lakes and Cascades/ Algonkian Parkway*

The Department of Economic Development and LCVA met with each segment to present the survey results and to answer questions related to business and tourism opportunities.

## 2. Business Development Opportunities

The Route 50 corridor has been slow to develop business uses due primarily to the lack of public water and sewer. The lack of available space and the limitation of small parcels with individual ownership has led business prospects to seek out other business corridors. With the Route 50 task force efforts and planning, there is the potential to capture increased business growth including industrial, professional services, tourism related, residential support, retail and traditional office uses along this important corridor.

Loudoun's business environment is diverse and growing. Approximately 85% of the businesses have fewer than 25 employees. Business services, retail and construction are leading the growth in Loudoun. The economy is strong and the Department of Economic Development has seen an increase in business requests for land and building requirements. The size requirements are:

1. Small—500-5,000 square feet
2. Medium—5,001-40,000 square feet
3. Large—40,001-200,000 square feet
4. Very large—200,000+ square feet

The businesses with small requirements are usually looking for professional services space such as doctors, lawyers and real estate agents. Medium and large businesses are typically looking for existing space, and if it is not available, they will look to buy land and build. Due to the low interest rates, many of those with medium and large space requirements are looking to buy space or land. Very large businesses are generally looking for land in order to build campus-style developments. Route 50 is well positioned to accommodate a variety of these businesses, and is likely to attract professional services, traditional office, tourism opportunities, retail, residential support and industrial uses.

The business opportunities are best segmented based on surrounding development. The north side of Route 50, from the Fairfax line to Route 606, lends itself to industrial uses due to the proximity to the airport and the quarry. The construction of the Cadillac/Hummer

*The Route 50 corridor has been slow to develop with business uses due primarily to the lack of public water and sewer.*

dealership may create a redevelopment opportunity for the existing industrial park into a car park and related businesses. The demand for car dealers in Loudoun is strong and available locations are limited.

The south side of Route 50 to Route 659 relocated lends itself to a combination of small office buildings catering to professional services, traditional office buildings, as well as business support including restaurants, child care, and other amenities. (Professional services are currently being forced to locate in retail areas due to a lack of space, and this does not allow for a vibrant retail center.) Retail demand is dominating this segment of the corridor, and while important to support residential uses, it is also important to reserve the visible sites on Route 50 for potential office users. New retail construction should place uses that will draw tourists such as restaurants, hotels and boutique shops on the visible frontage. Traditional strip retail centers are not likely to draw tourists. Access points should be well coordinated and provide easy guidance for tourists to locate.

The north side of Route 50 from Route 606 west to relocated 659 lends itself to small office buildings, traditional office, tourist opportunities and retail. The revitalization of Arcola may create an attractive tourist destination prior to proceeding west to rural Loudoun and the towns and villages.

The unique opportunities afforded this corridor relate to proximity to the Smithsonian Air and Space Museum as well as the increased interest from government agencies and defense contractors. Proximity to Westfields in Fairfax provides an opportunity to capture businesses that have been moving west to build campuses/buildings. Avion Park has seen a tremendous increase in the location of defense contractors and there is no reason that Loudoun's portion of Route 50 cannot see the same success.

### B. Tourism Efforts

The Loudoun Convention & Visitors Association (LCVA) participated in the Route 50 task force through the tourism and economic development sections. The LCVA met with each of the Route 50 Segment groups about tourism and gathered their input and priorities for tourism opportunities in their area. The LCVA also met with the Heritage/Cultural representatives from the task force and spoke with representatives of heritage sites and others who had comments about the tourism potential within the corridor.

A review was conducted of the Randall Travel Marketing Research Report as it relates to a Route 50 gateway to Loudoun County and points west and as part of the journey to Middleburg. Middleburg is one of Loudoun's most popular destinations for leisure visitors, and the



experience and ease by which visitors reach Middleburg will have an impact on their impression and overall rating of their visitor experience.

The LCVA has reviewed the recommendations made by the Route 50 segments and agrees with the segment discussions that tourism services should support residential and business needs to the east and more leisure activities as one travels west. Retail and dining in the Route 50 corridor should support tourism in order to increase revenues for the businesses, as well as attract visitors passing through the corridor to stop along their journey. The placement of retail and dining should be easily visible and not tucked behind resident-supported businesses. More retail should be encouraged as well as other tourism uses as you proceed west along Route 50.

The rich cultural heritage of Loudoun County can be found along Route 50 today, but much more has been identified for preservation, restoration, and visitation. The LCVA based its recommendations upon the information gathered and discussions from the task force. The LCVA concentrated on four areas:

1. Corridor theme
2. Wayfinding and signage
3. Arcola Village/Visitor Center/Staging Area
4. Heritage and Cultural Sites

### 1. Corridor Theme

The corridor theme should be managed carefully, with thought given to its gateway access and each of the uses along the corridor. Route 50 is the corridor to western destinations and Loudoun's heritage and horse country should be incorporated into the corridor theme. The Loudoun Convention and Visitors Association believes that landscaping, lighting, and overall aesthetics of the corridor are important issues and should be pursued through incentives and grant support to connect the corridor theme to its overall appearance.

### 2. Wayfinding and signage

Route 50 is a primary gateway into Loudoun County. The Route 50 corridor serves as a natural gateway for the residents and businesses and as a gateway to Middleburg and Loudoun's horse country. According to market research conducted on behalf of Middleburg, visitors reported that getting to Middleburg was part of the experience. In the recent Randall Travel Marketing Research Report (RTM Research Report), visitors identified Middleburg as one of the most popular leisure visitor destinations in Loudoun County confirming that Route 50 remains an important corridor for visitors.

*A review was conducted of the Randall Travel Marketing Research Report as it relates to a Route 50 gateway to Loudoun County and points west and as part of the journey to Middleburg.*

Gateways create a sense of place for a destination, and wayfinding can help create this experience. Wayfinding will help residents, businesses, and visitors to discover the sense of place through gateway treatments and directional signage, which will improve their journey throughout the corridor, reduce sign clutter, and provide a consistent design for directional signage.

The Loudoun Convention and Visitors Association recommends that the county continue to pursue and develop a wayfinding system and consider using the Route 50 corridor as a wayfinding system pilot project. The Board of Supervisors may wish to consider the use of the Transient Occupancy Tax Tourism Opportunity Funds and TEA 21 Grants as funding options for the system.

### 3. Arcola Village/Visitor Center/Staging Area

The opportunities to revitalize the Arcola Village could have a tremendous impact on tourism. According to the RTM Research Report, there are several new tourism products that would likely result in increased revenues as well as a need for additional choices in dining options. Segment 3 identified several of the tourism uses consistent with the RTM Research Report for Arcola Village:

- Restaurants
- Studios
- Galleries
- Crafts
- Visitors center
- Historical and cultural attractions
- Gathering place for tour groups

The LCVA recognizes new potential for tourism development in Arcola Village. The opportunity to develop a Visitors Center that serves as a gateway to horse country, the Shenandoah Valley, and other points west would draw visitors to the restaurants and shops that Segment 3 identified. There are discussions of other visitor centers along the Route 50 corridor that should be evaluated. Regional and state partners should be identified to work toward developing a state welcome center or other regional center. The heritage site of the Slave Quarters could be a key attractor for the Arcola Village.

The use of a visitors center as a staging area for Loudoun and regional guided, narrated heritage, winery, or other tours would attract visitors.

The business base and close proximity to Washington Dulles International Airport and the Steven F. Udvar Hazy Center, combined with the leisure tourism from Arcola to points west, should generate new tourism opportunities. The LCVA recommends that a preliminary feasibility study be conducted to determine what type of visitors center

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and tour staging area would be most beneficial. The Board of Supervisors may wish to consider using the Transient Occupancy Tax Tourism Opportunity Fund to support the funding needed for the feasibility study. The LCVA and Department of Economic Development should be partners in the study and work with developers, business owners, and the Arcola Village citizens to pursue the new tourism opportunities.

#### 4. Heritage and Cultural Sites

The LCVA is working with others along the corridor to compile a list of key features at heritage and cultural sites that have an impact on visitation opportunities within the Route 50 corridor. This inventory of sites, their readiness to welcome visitors, and their locations will be completed later this summer.

#### C. Incentive Recommendations and Potential Funding Concepts

The need for incentives for property owners and business interest to develop or re-develop in a manner envisioned by the task force recommendations, was identified as a major concern during the working group discussions. The task force requested the Economic Development Commission (EDC) representative explore the subject of incentives and a sub-group was formed to develop recommendations.

Segment 2 participants identified the concept of a mixed use planned-development overlay zone as a possible “incentivizing” zoning tool and the EDC subgroup reviewed and refined that concept.

#### 1. Economic Development Commission Background

Established in 1995 by the Loudoun County Board of Supervisors, the Economic Development Commission (EDC) is a public/private partnership responsible for promoting Loudoun's economic development. The EDC serves as a forum through which business and government leaders meet to exchange ideas and experiences about business growth in the county. The EDC's responsibilities include: developing, updating and implementing the community's Economic Development Strategic Plan, providing program and policy recommendations to the Loudoun County Board of Supervisors, coordinating economic development and marketing activities among groups in the county and providing the Department of Economic Development with ongoing support and oversight.

The Economic Development Strategic Plan is a community-wide plan that aligns public and private resources toward shared goals and priorities to enhance the commercial tax base. The Strategic Plan vision is an innovative, globally competitive economy known for its favorable business environment, exceptional quality of place and strong sense of community. Eight guiding principles have been adopted with five strategic goals identified.

### Guiding Principles

1. Economic development and quality of life are interdependent.
2. Loudoun's cultural heritage and rural countryside are essential to our quality of place.
3. Prosperity depends on the growth of our existing, diverse business base.
4. Loudoun's distinguished geographies – suburban; towns and villages; and rural areas – each feature unique commerce opportunities.
5. Mobilizing significant resources will require creative partnerships.
6. Talented people power the new knowledge-based economy.
7. Agility, adaptability and speed are competitive advantages in the 21st century.
8. The Economic Development Strategy's relationship to the county's adopted land use and planning documents is recognized.

### Strategic Goals

1. Recognized Center for Innovation: An excellent location that attracts high value workforce driving innovative commerce and business activity at the forefront of progress.
2. Prosperous Business Environment: Facilities, systems and infrastructure in place to foster expansion, evolution and development of the existing, diverse business base.
3. High Quality of Place: Educational, cultural, recreational, health, safety and welfare amenities that ensure an exceptional quality of life and preserve Loudoun's heritage.
4. Sound Fiscal Health: Sustained revenues to maintain and improve critical services.
5. Favored Visitor Destination: Regional, national and global hub for travel and tourism.

Per the adopted EDC Strategy, the Route 50 Corridor Plan has been identified as Strategic Initiative Number Two: Strengthen and protect key business and gateway corridors. Description Provided: develop recommendations to create a vision for the Route 50 corridor, including business and tourism opportunities, and Arcola village revitalization (transportation, architectural design and appropriate uses).

## 2. Route 50 EDC Sub-Committee Goal

The goal of the Route 50 EDC Sub-Committee was to provide business incentive suggestions for consideration by the Route 50 task force with the goal of improving transportation, consolidation of entrances, aesthetics (buildings/landscaping/signage) and types of uses located along the Route 50 corridor. The increased recognition of Route 50 and the planned completion of Loudoun County Parkway have created an immediate need to address the economic development potential on Route 50.

Incentive impact will vary depending on the category in which the land/business is classified. The ultimate goal is to improve the visual appearance of the corridor as well as encourage higher value uses, including parcel and entrance consolidation. The idea is to provide zoning incentive options to allow current as well as future businesses to achieve higher value and design in this strategically important corridor.

It is acknowledged that each segment, under task force evaluation, is uniquely different in character and stage of development. Implementation of the concept outlined below must take this into account.

## 3. New Mixed Use Business Zoning District

The subgroup recommended that a new Mixed Use Business Zoning District be developed (with opt-in procedures to be developed), which would contain various development incentives to encourage higher value use, as well as development regulations to improve quality of development.

- a. Area to be Covered – Route 50 corridor, between the Fairfax County line and Route 659 Relocated (the majority of which is currently zoned CLI). The new Mixed Use Zoning district would be applicable for properties located within the Business Community shown in the General Plan as well as the CLI properties located within the Corridor Retail and Industrial designations in the corridor.
- b. Basic Concept –To provide an incentive to new quality development, to encourage quality re-development of existing uses in the future and to meet landscape performance standards in the short term; it is recommended that a new Mixed Use Business Zoning District be created. This new zoning district would be written to allow for development bonuses and provide an improved mix of uses and increased signage. The improved mix of uses will be taken from segment recommendations to the extent identified in the task force process. Landowners must opt-in to the new district within a certain specified time frame, with 24 months cited as the sub-

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group recommendation. If not “opted-in” to the district within 24 months of its creation the rights to the development incentives and improved uses would be lost. After the 24 month opt-in period, properties could be included in the new zoning district by going through the normal legislative process. Landowners would receive the highest level of incentives for providing common entrances, parcel consolidation and other improvements to be determined.

As a condition of the opt-in/streamlined rezoning process and inclusion in the new Mixed Use Zoning District, landowners should:

- Comply with landscape performance standards along their Route 50 frontage, within 1 year of inclusion into the new district. To implement this landscaping, properties would have access to potential funding sources detailed below.

The sub-group identified that transportation and capital facilities proffers would be an appropriate mechanism for mitigating the impact of the development potential of the Mixed Use District. These proffers would be based on a per unit or per square foot formula and would be payable at the time of permit issuance. Procedures for an opt-in process, and the review of impact, need to be developed as part of the effort to develop district regulations.

Existing businesses choosing to opt into the Mixed Use Business Zoning District should be considered as “grandfathered” under the current CLI District regulations until such time as re-development occurs. Properties choosing to remain in the current CLI District will not have access to the incentive options as described below. It is recommended that the future elimination of the CLI District, at a date certain, be evaluated.

- c. Suggested Guidelines for New Zoning District regulated with performance standards:
  - (1) Landscape Elements:
    - (a) emphasize landscaping standards (as recommended by the task force) including a menu of landscaping materials and plant materials
    - (b) allow reasonable visibility of uses from Route 50
    - (c) create a visually appealing appearance
    - (d) seek to reduce overhead power lines in the long term
  - (2) Signage Elements:

- (a) require consolidated entrance signage for all properties no closer than 25 feet of Route 50
  - (b) seek thematic consistency by giving direction as to the range of size, choice of building materials, form of lighting, and choice of lettering styles of all such entrance signs
- (3) Building Materials Elements:
  - (a) provide for a menu of building materials for those portions of buildings within view of Route 50
- (4) Parking Design Elements:
  - (a) seek to limit the parking visible from Route 50 with shielding provided by buildings, fences, berms, and/or plantings
- d. Suggested Development Incentives to be built into the New Zoning District:
  - (1) Use Bonus
    - (a) county to allow up to a fixed percent of property to be used for appropriate residential uses, if compatible with other uses on the property and on neighboring properties (by Special Exception).
    - (b) county to allow up to a fixed percent of the property to be used for retail use if compatible with other uses on the property and on neighboring properties.
  - (2) Utility Bonus
    - (a) LCSA to create a plan with payback option to extend water and sewer to those sites not currently served.
  - (3) Process Bonus
    - (a) county to expedite zoning, special exception, and/or site plan processes including reduced fees/fast track process
  - (4) Signage Bonus
    - (a) county to allow increased signage – number and size of signs

#### 4. Suggested Funding Concepts

- a. Reduced rate for landscaping/signage—design and installation
  - Work with professionals to get a volume discount for businesses along the corridor or explore working with local artist that may be willing to work for a reduced rate in exchange for recognition.

- b. Free or reduced rate for design assistance
  - Work with professionals to get a volume discount for businesses along the corridor.
- c. Public Loan Program
  - To improve landscaping/building/transportation with possible involvement of the IDA and others.
- d. Public Landscape Fund
  - Regional contributions from future legislative applications
- e. Tax Increment Financing
  - Set aside money from improvements (assessments) into a separate fund to fund further improvements
- f. Reallocation of existing developer proffers
  - Existing proffers could be reallocated for use in the implementation of aesthetic improvements in the corridor (landscaping and signage).
- g. PPTA Special Route 50 Tax District
- h. CDA – Community Development Authority
- i. Tax Credit Incentives
- j. County Bonds
- k. Develop a PD-GI Park for CLI user relocations with proffered funds from PD-GI Conversions
- l. Transportation Improvement District
- m. Explore the potential for grant money to improve the overall corridor
- n. Enhancement Grants—Federal Program (VDOT)  
Landscaping and other scenic beautification category

Consideration should be given to an application request for an enhancement grant from the Transportation Equity Act for the 21st Century (TEA-21), (a federal program administered by VDOT) under the Landscaping and other Scenic Beautification category. Monies from this grant could be used for landscaping within the median strip of Route 50 and along the Route 50 frontage if necessary. This category includes landscape planning, design and construction projects, which enhance the aesthetic or ecological resources along transportation corridor, points of access, and lands qualifying for other categories of transportation enhancement activities.

Projects, which enhance the aesthetic resources or beauty of a transportation project, include planning, design and construction of scenic vistas and overlooks, restoration of historic landscapes and construction of landscapes, which are compatible with their surroundings. Projects which enhance the ecological balance along a transportation corridor include planning, testing and planting for restoration or re-introduction of native plant communities and appropriate adaptive species, and the provision of interpretive information about the federal and state agency programs through which ecological resources are preserved.

Examples of projects include: “gateway” plantings to communities; landscaping transplants to move trees outside of clear zones and into more attractive, safer locations, retrofitting existing noise barriers with landscaping, replacement of a utilitarian bridge with one of appropriate architectural qualities in a setting which calls for more than a utilitarian design; roadside ecological viewing areas and development of aesthetically pleasing bridge rails. Funds may not be used for routine, incidental or maintenance activities such as grass cutting, tree pruning and removal, soil stabilization, construction of noise barriers, drainage improvement or post-construction finish work such as replanting and re-seeding. No funds may be used to remove trees unless there is an approved site plan which calls for such removal on the grounds of scenic or ecological enhancement, or unless a tree is diseased or dead and certified by a qualified professional.